

FAST TRAC CENSUS GROWTH CASE STUDY

DATE: September 1st, 2008 through November 31st, 2008

COMPANY: 16 Golden Living Skilled Nursing Centers

CASE STUDY PURPOSE:

To provide LTCAdmissionsCoach.com's census development training program for 8 weeks for census growth.

WHO PARTICIPATED:

16 skilled nursing centers in 10 states throughout the USA. 4 Vice Presidents of Sales and Marketing, 11 Regional Sales Managers and 19 Admissions and Marketing Directors and 4 Clinical Liaisons.

COURSE DESCRIPTION:

Fast Trac Modules to include: Touring, Establishing Your Role, Target Marketing, Pre-Call Goals, The Appointment, Solving Problems/Handling Objections, Closing Techniques SNF/ALF, and marketing momentum.

FOLLOW-UP WITH REGIONAL MANAGEMENT:

Over the course of 8 weeks, we trained the Fast Trac training course, we then followed-up on implementation for an additional 4-weeks, we provided implementation meetings and support for RSM's. We received feedback on what they implemented and how effective it was in their centers. The RSM's were closely monitoring census growth weekly. **See results to the right.**

CONCLUSION:

After 8 weeks and 4 weeks of implementation of the Fast Trac Training, Golden Living had a growth of 41 admissions in overall census. This is significant as these centers were struggling with census monthly and declined in census the previous 2 months by 34 admissions.

Contact: Paul Stetka, SVP of Education Golden Living at 262-646-1777 for more information and a reference.



Month By Month Census Increase

DATE	CENSUS INCREASE MONTH 1 SEPTEMBER 08	CENSUS INCREASE MONTH 2 OCTOBER 08	CENSUS INCREASE MONTH 3 NOVEMBER 08	TOTAL
16 GOLDEN LIVING CENTERS	14.0	19.0	8.0	41.0

AVERAGE CENSUS GROWTH MONTHLY

